

ORDER

**KSNV**

Orders
Order / Rev: 105171
Alt Order #: 06839014
Product Desc: Issue
Estimate: 1565
Flight Dates: 08/07/12 - 08/14/12
Original Date / Rev: 08/06/12 / 12/03/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: Waterfront Strategies
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Patriot Majority
Demographic: A35+
Product Codes: PLI1
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/14/12	53	\$62,025.00	\$52,721.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	53	\$62,025.00	\$52,721.25	0.00
Totals	53	\$62,025.00	\$52,721.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KSNV	32%	\$62,025.00
Market	100%	\$193,828.12

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$58,148.44
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$34,889.06
KTUD	1%	\$1,938.28
KVVU	15%	\$29,074.22
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$7,753.12

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/07/12	08/13/12	Wake Up Early w/ Wagners	CM	430a-5a	MTWT--S	:30	3	\$150.00	1	0.00	NM	3	\$450.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/07/12	08/13/12	M-WT--S			3		\$150.00		0.00				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	08/07/12	08/13/12	Wake Up Early w/ Wagner Wake Up Early Wagners WAKE UP EARLY W/THE WAGNERS	CM	430a-5a	MTWT--S	:30	3	\$150.00	1	0.00	NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/07/12	08/13/12	M-WT--S					3	\$150.00		0.00			
E 2	KSNV	08/07/12	08/13/12	Wake Up Early w/ Wagner Wake Up Early Wagners WAKE UP EARLY W/THE WAGNERS	CM	430a-5a	MTWT--S	:30	1	\$200.00	1	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/07/12	08/13/12	M-WT--S					1	\$200.00		0.00			
E 3	KSNV	08/07/12	08/13/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	5-6a	MTWTF--	:30	1	\$400.00	1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/07/12	08/13/12	M-WTF--					1	\$400.00		0.00			
E 4	KSNV	08/14/12	08/14/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	5-6a	-T-----	:30	1	\$400.00	1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-T-----					1	\$400.00		0.00			
E 5	KSNV	08/07/12	08/13/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS	CM	5-6a	MTWTF--	:30	4	\$400.00	1	0.00	NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/07/12	08/13/12	M-WTF--					4	\$400.00		0.00			
E 6	KSNV	08/11/12	08/11/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY NEWS 3 AT SUNRISE 8/4,8/11 only	CM	6a-7a	-----S-	:30	1	\$350.00	1	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S-					1	\$350.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	KSNV	08/06/12-08/12/12	News 3 Sunrise - SATURDA		6a-7a	-----Sa--	:30		(\$350.00)		0.00	NM		
		Credited [CREDIT-REFUND]													
E 7	KSNV	08/07/12	08/13/12	Olympics Late News 3 Late News during Olympics 2012 SUMMER OLYMPICS: LATE NEWS 7/	CM	11pm-12:35am	M-WTFSS	:30	3	\$1,000.00	1	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/07/12	08/13/12	M-WTFSS					3	\$1,000.00		0.00			
E 8	KSNV	08/11/12	08/11/12	Sa-Su Early News Sa-Su Early News KSNV EARLY NEWS	CM	5pm-630pm	-----S-	:30	1	\$650.00	1	0.00	NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/06/12	08/12/12	-----S-					1	\$650.00		0.00			
E 9	KSNV	08/14/12	08/14/12	M-F Today Show II 3rd Hour M-F Today Show II TODAY SHOW II	CM	9-10a	-T-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-T-----					1	\$500.00		0.00			
E 10	KSNV	08/07/12	08/13/12	M-F Wheel M-F Wheel of Fortune WHEEL OF FORTUNE	CM	7-730pm	MTWTF--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/07/12	08/13/12	M-WTF--					1	\$1,000.00		0.00			
E 11	KSNV	08/14/12	08/14/12	M-F Wheel M-F Wheel of Fortune WHEEL OF FORTUNE	CM	7-730pm	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 08/13/12	08/19/12	-T-----					1	\$1,000.00		0.00			
E 12	KSNV	08/14/12	08/14/12	Rachael Ray Rachael Ray	CM	11am-12pm	-T-----	:30	1	\$325.00	1	0.00	NM	1	\$325.00

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KSNV

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RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		08/13/12	08/19/12	-T-----		1		\$325.00	0.00						
E 13	KSNV	08/14/12	08/14/12	Noon News Noon News	CM	12-1230pm	-T-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		08/13/12	08/19/12	-T-----		1		\$425.00	0.00						
E 14	KSNV	08/14/12	08/14/12	The Tonight Show Tonight Show	CM	1135p-1237a	-T-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		08/13/12	08/19/12	-T-----		1		\$425.00	0.00						
E 15	KSNV	08/14/12	08/14/12	M-F Today Show III 4th BM Today 4th Hour	CM	10am-11am	-T-----	:30	1	\$325.00	1	0.00	NM	1	\$325.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		08/13/12	08/19/12	-T-----		1		\$325.00	0.00						
E 16	KSNV	08/07/12	08/13/12	M-F 6-7a WakeUp w/Wa M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	4	\$700.00	1	0.00	NM	4	\$2,800.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		08/07/12	08/13/12	M-WTF--		4		\$700.00	0.00						
E 17	KSNV	08/07/12	08/13/12	M-F 6-7a WakeUp w/Wa M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	1	\$700.00	1	0.00	NM	1	\$700.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		08/07/12	08/13/12	M-WTF--		1		\$700.00	0.00						
E 18	KSNV	08/07/12	08/13/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MTWTF--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		08/07/12	08/13/12	M-WTF--		1		\$1,000.00	0.00						
E 19	KSNV	08/14/12	08/14/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		08/13/12	08/19/12	-T-----		1		\$1,000.00	0.00						
E 20	KSNV	08/07/12	08/13/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	2	\$1,000.00	1	0.00	NM	2	\$2,000.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		08/07/12	08/13/12	M-WTF--		2		\$1,000.00	0.00						
E 21	KSNV	08/14/12	08/14/12	M-F Early News M-F Early News	CM	5-630p	-T-----	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		08/13/12	08/19/12	-T-----		1		\$1,000.00	0.00						
E 22	KSNV	08/07/12	08/13/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	6	\$1,000.00	1	0.00	NM	6	\$6,000.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		08/07/12	08/13/12	M-WTF--		6		\$1,000.00	0.00						
E 24	KSNV	08/14/12	08/14/12	Dr. Phil Dr Phil	CM	3-4p	-T-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>						
Week:		08/13/12	08/19/12	-T-----		1		\$450.00	0.00						
E 25	KSNV	08/07/12	08/13/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MTWTF--	:30	1	\$600.00	1	0.00	NM	1	\$600.00
FIRST NEWS 3 AT FOUR															

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KSNV

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E 25	KSNV	08/07/12	08/13/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MTWTF--	:30	1	\$600.00	1	0.00	NM	1	\$600.00
FIRST NEWS 3 AT FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/07/12	08/13/12	M-WTF--					1	\$600.00		0.00			
E 26	KSNV	08/14/12	08/14/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	-T-----	:30	1	\$600.00	1	0.00	NM	1	\$600.00
FIRST NEWS 3 AT FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----					1	\$600.00		0.00			
E 27	KSNV	08/07/12	08/13/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	MTWTF--	:30	1	\$700.00	1	0.00	NM	1	\$700.00
FIRST NEWS 3 AT FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/07/12	08/13/12	M-WTF--					1	\$700.00		0.00			
E 28	KSNV	08/07/12	08/13/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MTWTF--	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS 4 AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/07/12	08/13/12	M-WTF--					1	\$700.00		0.00			
E 29	KSNV	08/14/12	08/14/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	-T-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS 4 AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----					1	\$700.00		0.00			
E 30	KSNV	08/07/12	08/13/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	MTWTF--	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS 4 AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/07/12	08/13/12	M-WTF--					1	\$700.00		0.00			
E 31	KSNV	08/07/12	08/13/12	Olympics Primetime Olympics Primetime	CM	7pm-12am	MTWTFSS	:30	4	\$6,000.00	3	0.00	NM	4	\$24,000.00
2012 SUMMER OLYMPICS: PRIME COVERA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/07/12	08/13/12	M-WTFSS					4	\$6,000.00		0.00			
E 32	KSNV	08/07/12	08/13/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	2	\$1,400.00	1	0.00	NM	2	\$2,800.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/07/12	08/13/12	M-WTF--					2	\$1,400.00		0.00			
E 33	KSNV	08/07/12	08/13/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/07/12	08/13/12	M-WTF--					1	\$1,400.00		0.00			
E 34	KSNV	08/14/12	08/14/12	Tues PR 8-10p Tuesday Prime 8-10pm	CM	8-10pm	-T-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
AMERICA'S GOT TALENT (O) 8/14-9/4															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	-T-----					1	\$4,000.00		0.00			
N 35	KSNV	08/13/12	08/13/12	Early Today Early Today	CM	4-430am	M-----	:30	1	\$175.00	1	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/13/12	08/19/12	M-----					1	\$175.00		0.00			
													Totals	53	\$62,025.00